CLAIMS

SUB A27

1.   A method of generating a search result list, the method comprising:

receiving a search request from a searcher; in a pay for performance database including a plurality of search listings, identifying search listings

5   generating a match with the search request;

in a related search database including related search listing generated from the pay for performance database, identifying related search listings relevant to the search request; and

returning a search result list to the searcher including the identified

10   search listings and one or more of the identified related search listings.

2.   The method of claim 1 wherein identifying related search listings comprises:

searching an inverted index of the pay for performance database; and

15   searching an index of meta-information based on the pay for performance database.

3.   The method of claim 1 further comprising:

sorting the identified related search listings by relevancy to the search request;

20   selecting a predetermined number of the identified related search listings as most relevant related search listings; and

returning the most relevant related search listings in the search result list.

4.   The method of claim 3 wherein sorting comprises:

25   selecting the identified related search listings according to frequency of occurrence of a queried term from the search request in the related search listings.

5.   The method of claim 3 wherein sorting comprises:

selecting the identified related search listings according to proximity of one or more queried terms from the search request in the related search listings.

6. The method of claim 3 wherein sorting comprises:

weighting the related search listings according to predetermined weighting criteria; and

selecting the identified related search listings according to the weighting of the related search listings.

7. The method of claim 6 wherein weighting the related search listings comprises:

increasing relative weighting of a related search listing which includes one or more bided search terms identified by an advertiser.

8. The method of claim 6 wherein weighting the related search listings comprises:

increasing relative weighting of a related search listing which is contained in a description of a search listing identified by an advertiser.

9. The method of claim 6 wherein weighting the related search listings comprises:

increasing relative weighting of a related search listing which is contained in a title of a search listing identified by an advertiser.

10. The method of claim 6 wherein weighting the related search listings comprises:

increasing relative weighting of a related search listing which is contained in metatag keywords of a web page maintained by an advertiser.

11. The method of claim 6 wherein weighting the related search listings comprises:

increasing relative weighting of a related search listing which is contained in text data of a web page maintained by an advertiser.

12. The method of claim 3 wherein sorting comprises:

ranking the related search listings according to spread of the related search listings; and

selecting the identified related search listings according to the

5   ranking of the related search listings.

13. The method of claim 12 wherein ranking comprises:

identifying key information contained in the related search listings; and

increasing ranking of a related search listing according to presence

10   of the key information in the related search listing.

14. The method of claim 13 wherein identifying key information comprises:

detecting fielded advertiser data in the related search listing; and

detecting crawled data in the related search listing.

15   15. A system comprising:

a pay for performance database;

a related search database formed at least in part using the pay for performance database; and

a server coupled with the pay for performance database and the

20   related search database, the server operative to select a first set of search results from the pay for performance database and a second set of search results from the related search database in response to a search request from a searcher.

16. The system of claim 15 wherein the pay for performance database comprises:

25   a plurality of search listings, each search listing including

a search term,

a bid amount, and

a Uniform Resource Locator corresponding to an address of a document on a network server remote from the system.

17.   The system of claim 16 wherein the related search database comprises:

a plurality of related search listings, each related search listing including

a keyword associated with one document of the pay for performance database, and

text of the one document.

18.   The system of claim 17 wherein each search listing of the plurality of search listings further comprises:

descriptive text describing the one document,

a title, and

metatags associated with the document.

19.   The system of claim 18 wherein each search listing comprises:

the descriptive text associated with the one document;

the title associated with the one document; and

the metatags associated with the one document.

20.   A method for forming a related searches database for identifying related searches in response to a search request to a pay for performance database including a plurality of search listings, the method comprising:

storing as a related search database entry text from each web page referenced by a search listing of the pay for performance database;

creating an inverted index for the related search database entries; and

creating an index for key information associated with each search listing of the pay for performance database.

21.   The method of claim 20 wherein storing comprises:

identifying similar web pages responsive to root path components and query arguments of Uniform Resource Locators for two or more web pages referenced by search listings of the pay for performance database;

rejecting for storage similar web pages.

22. The method of claim 21 wherein identifying similar web pages comprises:

identifying first key words of a first web page;

identifying second key words of a second web page; and

comparing the first key words and the second key words;

when the first key words and the second key words have a predetermined relationship, identifying the first web page and the second web page as similar web pages.

23. A method for searching data in a database including internet data from internet web sites, the method comprising:

forming a list of uniform resource locators (URLs) associated with internet web sites to be accessed;

removing duplicate URLs from the list;

if a URL on the list is similar to another URL on the list, crawling a predetermined number of potentially duplicate URLs;

comparing bodies of the URL on the list and the potentially duplicate URLs;

if the body of the URL on the list is similar to the body of the potentially duplicate URL,

suspending crawling of the potentially duplicate URLs, and storing the body of the URL on the list in the database for subsequent search.

24. The method of claim 23 further comprising:

comparing a selected URL with other URLs on the list; and

determining the URL is similar to the other URL on the list when the URL

has a predetermined text portion in common with the other URL on

the list.

25. The method of claim 23 wherein comparing bodies of the URL on

the list and the potentially duplicate URLs comprises:

comparing text from the URL on the list and text from one potentially

duplicate URL; and

determining the URL on the list is similar to the one potentially duplicate

URL when the text from the URL on the list and the text from the

one potentially duplicate URL have a predetermined text portion in

common.